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**Deliver Remarkable
Customer Service**

“Taking C.A.R.E. of Business”

2003 Tax Forums - Seminar #12

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Tax Forums & SIMON SAYS!

- Marketing For The 21st Century
- How To Delight The Customer
- Eight-0 in 0-Seven
- What Makes Some People So Successful?
- Benchmark:
 - Differentiate (Timberland)
 - Define Customer Needs (Coca-Cola)
 - Customer Service (Whole Foods)
 - Organizational Culture (Southwest Airlines)

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Taking C.A.R.E. of
Business.....
Choosing to deliver
remarkable customer
service!

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References:

Taking C.A.R.E. of Business

www.cmdpublishing.com

www.starthrower.com

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Taking C.A.R.E. of
Business.....

- **Connected**
 - **Attentive**
 - **Responsible**
 - **Enthusiastic**
- 

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Think of times you
have had great
experiences as a
customer. ***What do
you remember??***

Dell Vail - Delta Florida

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You think of the
people who
made those
experiences
happen for you!

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Why is it that
some ***customer
service
professionals***
just stand out?

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- Great customer service professionals make a choice
- Every day, with every customer, they choose to do all they can to make their customer's experience as positive as it can be
- It isn't just that they **want** to C.A.R.E., it's that they know **how** to C.A.R.E.

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***Taking C.A.R.E. of
Business*** emphasizes
personal accountability
as it teaches you to
actively improve their
customer service skills.

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What are *your*
personal reasons
for giving
remarkable
customer service?

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- It feels good to help people
- It is more fun when you care about the service you give
- It is the best route to more profits, salary increase, job advancement

Connect to your customer

- meet customers “where they are”
- treat external & internal customers as you would want to be treated

Be **A**ttentive

- Give all your customers your full attention
- Be efficient and clear, but never rush your customers

Be *R*esponsible

- Let customers vent
- Take ownership, but never take things personally

Be *E*nthusiastic

- Treat each and every customer as if they were your only customer

Connect to your customer

- meet customers “where they are”
- treat external & internal customers as you would want to be treated

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Connect to your customers:

- Decide to be friendly before you say anything (eye contact, smile, tone of voice)
- Treat customers like visitors in your home - genuinely care
- Meet your customers (internal/external) where they are, putting aside where you are - “anticipate” needs beyond the obvious Bank
- For the moment, make their needs more important than anything else - put yourself in their shoes Airline

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10 Second Connection Test

- What seems to be my customer's state of mind
- What is my customer's dominant emotion?
- What is the first response my customer needs from me?

Be **A**ttentive

- Give all your customers your full attention
- Be efficient and clear, but never rush your customers

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Be **A**ttentive:

- Give customers your full attention
- Ask questions with an open mind (not leading questions)
- Make sure customers know they can count on you
- Take care of each customer efficiently - without being rushed
- Be clear with your customers

Be *R*esponsible

- Let customers vent
- Take ownership, but never take things personally

Tec Hotel

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Be *R*esponsible:

- Take ownership
- Don't take things personally - do not take the bait
- Let dissatisfied customers vent without interrupting - **Listen**
- Apologize for the situation - customer does not want excuses
- Agree to next steps
- Thank the customer
- Do something extra if possible

Be *R*esponsible-Avoid:

- Making excuses
- Blaming anybody even if it is their fault
- Saying what is outside of your control or power

Be *E*nthusiastic

- Treat each and every customer as if they were your only customer

Be *E*nthusiastic:

- Not a “cheerleader”
- Handle each customer professionally
- Treat every customer as if they were your only customer

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Summary:

- Common sense (not rocket science)
- Is the customer better off than before they dealt with you?
- **Connect** - welcome each customer like a visitor in your home
- **Attentive** - give each customer your full attention
- **Responsible** - take ownership of any situation
- **Enthusiastic** - constantly check your attitude

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Choose to
C.A.R.E.

..... and

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Delight *your*
Customers,
.....and

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.....you will:

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- It is more ***fun*** when you care about the service you give
- It is the best route to more ***profits, salary increase, job advancement***

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“Thank you!”